

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 1363616

Schedule Dates: 09/05/12-09/14/12  
Advertiser: American Crossroads (41509)  
Agency: Crossroads Media-Alexandria (2097)  
Product: POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
Brand: AMERICAN CROSSROADS (325849)  
Salesperson: Millennium/DC, Washington DC (1108)  
Sales Office: Millennium Washington DC  
Buyer Name: Maron, Stephanie  
Phone/Fax: /  
CPE: 11/27/690  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: American Crossroads  
JONATHAN VITTI

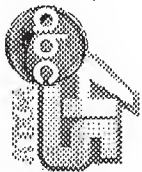
Date Entered: 08/28/12  
Last Modified: 08/28/12  
Entered By: Lisa Carter  
CO-OP: No  
Headline #: ECR09805814  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$827.25  
Net Total: \$4,687.75  
Sales Tax:

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	22	\$5,515.00
Grand Total:	22	\$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/14/12-09/14/12	1	:30	12P-1P (EST)						1			1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
2.0	Normal Line / SPOT (2)	09/05/12-09/05/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
3.0	Normal Line / SPOT (3)	09/06/12-09/06/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
4.0	Normal Line / SPOT (4)	09/07/12-09/07/12	1	:30	12P-1P (EST)						1			1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
5.0	Normal Line / SPOT (5)	09/10/12-09/10/12	1	:30	12P-1P (EST)		1							1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
6.0	Normal Line / SPOT (6)	09/11/12-09/11/12	1	:30	12P-1P (EST)			1						1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
7.0	Normal Line / SPOT (7)	09/12/12-09/12/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
8.0	Normal Line / SPOT (8)	09/13/12-09/13/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
9.0	Normal Line / News (9)	09/14/12-09/14/12	1	:30	6:30P-ABC-World News Monday-Friday						1			1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
10.0	Normal Line / News (10)	09/05/12-09/05/12	1	:30	6:30P-ABC-World News Monday-Friday				1					1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
11.0	Normal Line / News (11)	09/07/12-09/07/12	1	:30	6:30P-ABC-World News Monday-Friday						1			1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
12.0	Normal Line / News (12)	09/10/12-09/10/12	1	:30	6:30P-ABC-World News Monday-Friday		1							1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



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3500 Myer Lee Dr  
Winston Salem, NC 27101

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

**Contract # 1363616**

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**Sales Office** Millennium Washington DC  
**Buyer Name** Maroon, Stephanie  
**Phone/Fax** /  
**CPE** 11/27/690  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** American Crossroads  
JONATHAN VITTI

**Date Entered** 08/28/12  
**Last Modified** 08/28/12  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR09805814  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$827.25  
**Net Total** \$4,687.75  
**Sales Tax**

**Greensboro (WXLV)**  
By Broadcast Month  
Sep. 2012  
Grand Total:

Spots	Rate
22	\$5,515.00
22	\$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (13)	09/12/12-09/12/12	1	:30	6:30P-ABC-World News Monday-Friday					1				1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
14.0	Normal Line / SPOT (14)	09/14/12-09/14/12	1	:30	7P-7:57P (EST)						1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
15.0	Normal Line / SPOT (15)	09/05/12-09/05/12	1	:30	7P-7:57P (EST)				1					1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
16.0	Normal Line / SPOT (16)	09/06/12-09/06/12	1	:30	7P-7:57P (EST)					1				1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
17.0	Normal Line / SPOT (17)	09/07/12-09/07/12	1	:30	7P-7:57P (EST)						1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
18.0	Normal Line / SPOT (18)	09/10/12-09/10/12	1	:30	7P-7:57P (EST)		1							1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
19.0	Normal Line / SPOT (19)	09/11/12-09/11/12	1	:30	7P-7:57P (EST)			1						1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
20.0	Normal Line / SPOT (20)	09/12/12-09/12/12	1	:30	7P-7:57P (EST)				1					1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
21.0	Normal Line / SPOT (21)	09/13/12-09/13/12	1	:30	7P-7:57P (EST)					1				1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
22.0	Normal Line / SPOT (22)	09/09/12-09/09/12	1	:30	10:58:40A-ABC-This Week								1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/28/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: *mailed 3 hours 8/28/12* Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

Rep Order# 9805814 Ver# 1 Status New Traffic Order# 1303010 Printed: 08/28/2012 9:00 AM 1 of 3  
 EC'd Yes Last Received: 08/27/2012 6:47 PM Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product American Crossroads  
 Estimate# 690  
 Buyer Stephanie Maroney  
 Phone#  
 Fax#  
 Agency ( ) CROSSROADS MEDIA LLC  
 66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 11/27/690  
 Flight Dates 09/05/2012 - 09/14/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
1	F	09/14-09/14	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
2	W	09/05-09/05	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
3	TH	09/06-09/06	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
4	F	09/07-09/07	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
5	M	09/10-09/10	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
6	TU	09/11-09/11	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
7	W	09/12-09/12	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
8	TH	09/13-09/13	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
9	F	09/14-09/14	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
10	W	09/05-09/05	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
11	F	09/07-09/07	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
12	M	09/10-09/10	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
13	W	09/12-09/12	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00

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Handwritten signature and date 8/26.

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product American Crossroads  
 Estimate# 690  
 Buyer Stephanie Maroney  
 Phone#  
 Fax#  
 Agency ( ) CROSSROADS MEDIA LLC  
 66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 11/27/690  
 Flight Dates 09/05/2012 - 09/14/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	F	09/14-09/14	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
15	W	09/05-09/05	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
16	TH	09/06-09/06	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
17	F	09/07-09/07	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
18	M	09/10-09/10	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
19	TU	09/11-09/11	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
20	W	09/12-09/12	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
21	TH	09/13-09/13	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
22	SU	09/09-09/09	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00

--REPORT TOTALS--  
 Report Totals. 22 / \$5,515.00

--SALES MONTHLY TOTALS--  
 Sep 12. 22 / \$5,515.00

Sales Totals. 22 / \$5,515.00  
 Station Totals. 22 / \$5,515.00  
 Lines not sent/rcld/rtrn. 0 / \$0.00

--COMPETITIVE--  
 Market Totals \$68,938  
 CABL 0%  
 WGHF 21%  
 UNKN 0%  
 WMYV 0%  
 WBFX 0%  
 WUPN 0%  
 WCMG 0%  
 WXII 37%  
 WPMY 34%  
 WXLV 8%

Rep Order# 9805814 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/28/2012 9:00 AM  
Last Received: 08/27/2012 6:47 PM  
Showing Buylines: All Lines

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Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
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Buyer Stephanie Maroney  
Phone#  
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Agency ( ) CROSSROADS MEDIA LLC  
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ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/690  
Flight Dates 09/05/2012 - 09/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Books null  
Demos RA35+